

IN THE CLAIMS

This is a complete and current listing of the claims, marked with status identifiers in parentheses, underlines indicating insertions, and strikethroughs indicating deletions.

Claims 1-10 (**Canceled**).

11. (**Currently Amended**) An image display apparatus comprising a lamp unit including a discharge lamp and a reflecting mirror for reflecting light emitted from the discharge lamp, and an optical system using the lamp unit as a light source,

the discharge lamp comprising:

a luminous bulb in which a luminous material is enclosed and a pair of electrodes are opposed in the luminous bulb; and

a pair of sealing portions for sealing a pair of metal foils electrically connected to the pair of electrodes, respectively;

wherein each of the pair of metal foils includes an external lead on a side opposite to a side electrically connected to a corresponding electrode of the pair of electrodes,

one of the pair of sealing portions is disposed on an emission direction side in the reflecting mirror,

the one sealing portion disposed on the emission direction side includes a temperature focus region in which a temperature is a maximum and which occurs because of light incident to the reflecting mirror from the optical system disposed forward in the emission direction and irradiating the sealing portion, and,

a connection portion in the one sealing portion, where ~~the external lead and the~~ external lead and the metal foil are connected, is provided in a position outside the temperature focus region, thereby suppressing a temperature increase in the connection portion.

12. **(Original)** The image display apparatus of claim 11, wherein the optical system includes a digital micromirror device

13. **(Previously Added)** The image display apparatus of claim 11, wherein the connection portion is provided with a reflective film containing a material having a reflectance larger than that of a material constituting the sealing portion.

14. **(Previously Added)** The image display apparatus of claim 13, wherein the reflective film contains a material having a heat radiation rate larger than that of the material constituting the sealing portion.

15. **(Previously Added)** The image display apparatus of claim 11, wherein the connection portion is a welded portion where the external lead formed of molybdenum is connected to the metal foil formed of molybdenum by welding.

16. **(Previously Added)** The image display apparatus of claim 11, wherein the optical system comprises a reflection type imaging device, and a color foil for projecting emitted light from the reflecting mirror on the reflection type imaging device, and

light irradiating the connection portion includes at least light that is a part of light emitted from the reflecting mirror toward the optical system, and is reflected by the color foil and incident to the reflecting mirror.